



ANNUAL REPORT 2025





A WORD FROM THE PRESIDENT

An association of our size is a substantial operation – and it takes a committed team to keep everything running smoothly. While we're fortunate to have an almost full-time Executive Director and a part-time Admin Manager, much of our momentum relies on the time and energy of volunteers. I want to sincerely thank everyone who has contributed, in any capacity, to the ongoing progress of the Association.

I'd also like to acknowledge our current Board members, their spouses and partners, and our Patron for the time and effort they continue to give – whether working behind the scenes, travelling, or representing us in the media. Your dedication does not go unnoticed and is deeply appreciated.

The 12 months since our last AGM in Christchurch have brought ongoing ebbs and flows across the industry. We've seen fluctuations in workflow, the continued impact of regional weather events, and

uncertainty in both national and global markets. Despite these challenges, the mood at National Field Days was one of cautious optimism.

Many regions are still recovering from the major climatic events of early 2023, with further weather disruptions slowing recovery efforts. While we know this won't change overnight, contractors are responding in different ways – some are booked out for months, while others are diversifying to maintain stability.

Over the past year, we've delivered several Best Practice Days – in both the South Island and the central/lower North Island. We also launched the first Fencing Hub at National Field Days, which was well received and is likely to become a regular feature. A big thank you to everyone involved in organising and attending these events.

Training remains a challenge, with sector-wide restructuring at NorthTec and within the wider tertiary education space. It's more important than ever that members and their staff take advantage of the training opportunities available – as declining enrolments put the future of NZQA-backed fencing qualifications at risk.

A key focus for the Board over the past year has been finalising the processes for Certified and Accredited contractor endorsements. These discussions have been robust, and the results are promising. As we move forward, it's vital we continue to evolve and promote these endorsements – not just within the industry, but to the general public, so they know what to expect from a professional fencing contractor.

We're also incredibly fortunate to have strong relationships with outstanding Business Partners. These partnerships are essential to lifting the standard of fencing across New Zealand. Please make the most of their knowledge, products, and services – and take time over the next few days to connect with them. They genuinely go out of their way to support you and the industry.

Most of all, thank you to our members for your continued support. It's your commitment that keeps FCANZ moving forward.

PHIL CORNELIUS
FCANZ PRESIDENT



THE YEAR IN REVIEW

1. EXECUTIVE COMMITTEE CHANGES

With five nominations for four positions, a closely contested vote at the August 2024 AGM saw FCANZ welcome Ben Fisher to the Executive Committee (the “Board”), alongside the re-election of Debbie White, Donna Upton, and Janine Swansson. Ben, Janine, Debbie, and Donna joined existing Board members Phil Cornelius, Craig Sinclair, and Nick Terry.

Phil Cornelius was re-appointed as FCANZ President, Janine Swansson was appointed Vice-President, and Donna Upton was confirmed as non-signatory Treasurer.

In May 2025, Craig Sinclair resigned from the Executive Committee. We sincerely thank Craig for his contributions during his time on the Board.

This year marks the end of the two-year tenure for Nick Terry and Phil Cornelius. While Phil is standing for re-election, Nick has decided to step down. Nick’s dedication to delivering high-quality FCANZ events will be greatly missed. We look forward to the outcomes of the AGM and appreciate everyone who takes the time to attend and put themselves forward for Board service.

2. GOVERNANCE & OPERATIONS BEST PRACTICE

Over the past 12 months, the FCANZ Board and operations team have remained strongly focused on strengthening both governance and operational best practices, building on the significant momentum gained in the previous year.

Key policies, procedures, and processes have continued to be developed and implemented to guide the Association’s operations and support long-term sustainability and resilience.

With more than 20 core policies now in place and only a few outstanding, the Association is well-positioned to ensure consistency and clarity across all areas of operation. All adopted policies are now subject to an annual review cycle to ensure they remain relevant, effective, and aligned with FCANZ’s strategic direction.

Ongoing investment in SaaS (Software-as-a-Service) platforms continues to deliver strong value - streamlining Board meetings, simplifying stakeholder relationship management, and supporting both business-as-usual operations and the delivery of strategic initiatives.



3. ASSOCIATION PARTNERS

FCANZ continues to collaborate with outstanding businesses that are directly involved in—or support—the fencing industry. Through their partnership with FCANZ, these businesses demonstrate confidence in the Association’s work and a shared commitment to the success of the wider industry.

The Board recognises the ongoing economic challenges faced by many businesses and

sincerely thanks all current Partners for their continued support. We also acknowledge and appreciate the valuable contributions made by past Partners.

Since August last year, the Association has been delighted to welcome the following new partners:

Silver:	Mitchpine
Bronze:	BeforeUDig

THANK YOU TO ALL FCANZ PARTNERS*:

RETAIL GOLD PARTNERS



GOLD PARTNERS



GOLD PARTNERS

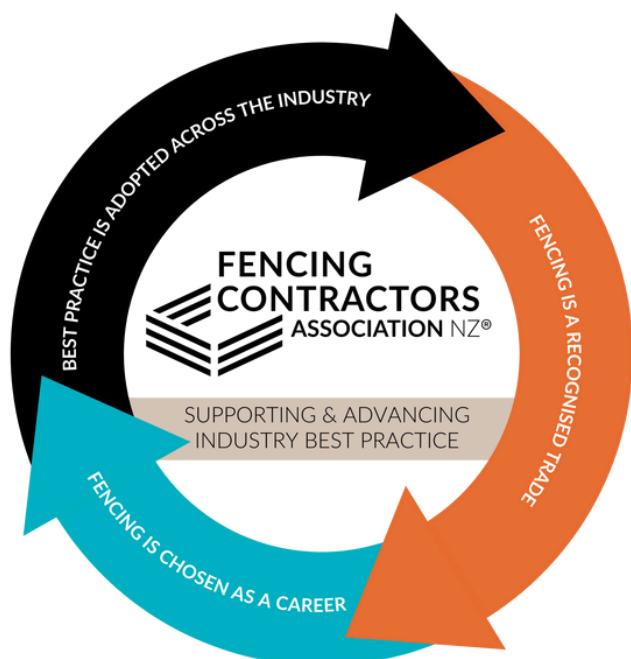


SILVER PARTNERS



BRONZE PARTNERS





4. STRATEGIC PLAN IMPLEMENTATION

The FCANZ mission:

“To raise the profile of fencing as a recognised trade that embraces best practice, adherence to quality standards and ongoing professional development”.

In late 2023, the Board approved a five-year strategic plan, establishing the overarching goals for the Association and a framework to guide the development of action plans.

The strategic year runs from October to September, and during Year 1 (October 2023 – September 2024), it became clear that the time required for business-as-usual (BAU) activities—and the number of strategic tactics that evolved into ongoing BAU—had been underestimated.

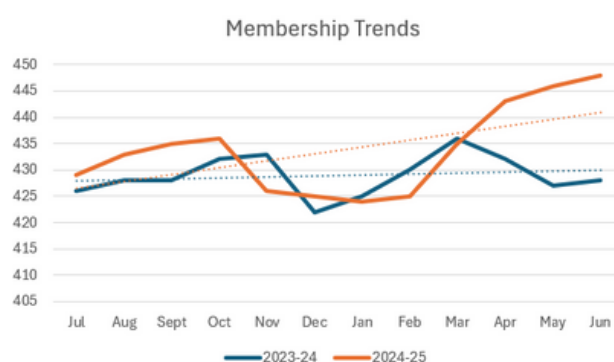
As a result, an 18-month review of delivery priorities was conducted, and the implementation timeline was adjusted to reflect these insights.

4.1 STRATEGIC OBJECTIVE: MEMBERSHIP GROWTH

Membership growth remains a key strategic objective for the Association. The April 2024 –

March 2025 financial year closed with a net gain of three members—a marked improvement on the previous year’s net loss of 16.

Notably, for the first time in five years, membership numbers in April, May, and June showed a positive trend, reversing the usual seasonal decline typically observed during this period.



In early 2025 FCANZ launched “Join & Win” campaigns aimed at encouraging prospective members to stop “sitting on the fence.”

With support from retail partners, product vouchers were offered as incentives, providing a clear and tangible benefit to prospective members—with great odds of winning.

These campaigns were strategically aligned with FCANZ's presence at key events, maximising marketing reach by combining event promotion with campaign messaging.



The first campaign, run in March 2025, was launched in conjunction with Northland and South Island Field Days. The second followed the National Fielddays in June.

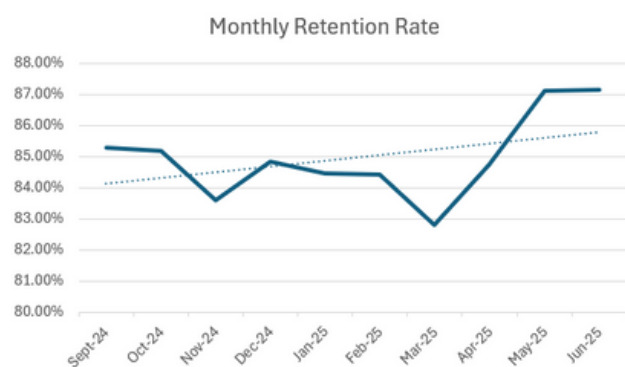
Campaign collateral was distributed across all FCANZ channels—website, Facebook, Instagram, and the monthly e-newsletter—as well as mailed to non-member contacts.

While the first campaign showed strong results, the second was less successful. At this stage, it is unclear whether this was due to the prize offering or the specific events it was aligned with.

4.2 STRATEGIC OBJECTIVE: MEMBERSHIP RETENTION

As part of the 18-month review of the strategic plan, the Board identified the need to add a dedicated strategic goal focused on member retention - a crucial metric, given that acquiring new members is estimated to cost three times more than retaining existing ones.

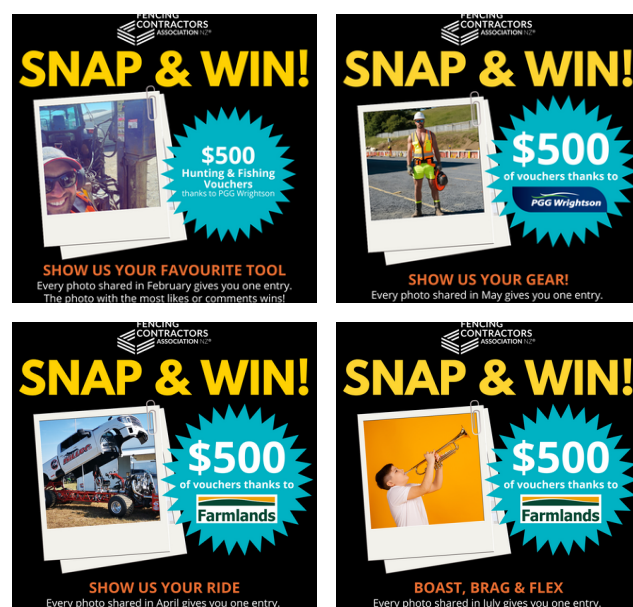
In Q3 of the 2025 financial year, the Association began tracking monthly membership retention rates. While a retention rate above 75% is considered good, a target of 90% should be the goal for any membership-based organisation.



Tracking this figure enables the Association to detect early signs of attrition and respond proactively. It also helps differentiate how much

of net membership growth is driven by retention versus new acquisitions.

To support retention, FCANZ has increased efforts to ensure members are aware of and utilising their benefits. Member recognition and engagement have also been strengthened through initiatives like the member-only Facebook 'Snap & Win' competitions, which reward participation and celebrate community.



4.3 STRATEGIC OBJECTIVE: FINALISE & DELIVER THE ENDORSEMENT PROGRAMME

While the Association had previously offered endorsements, changes within the industry, alongside the introduction of the Level 4 Certificate in Fencing, created the opportunity to redesign the programme into a more robust and reliable assessment framework. The Board is confident that the re-worked Accredited Fencing Contractor endorsement offers a consistent, location-independent assessment process and a structure built to stand the test of time.

The Accredited Fencing Contractor endorsement was formally launched in late 2024, and to date, five contractors have successfully completed the auditing process.

4.4 STRATEGIC OBJECTIVE: SUPPORT EXTERNALLY PROVIDED TRAINING & QUALIFICATIONS

Despite ongoing uncertainty in the tertiary education sector, the fencing courses delivered through NorthTec continue to achieve strong outcomes and positive results.

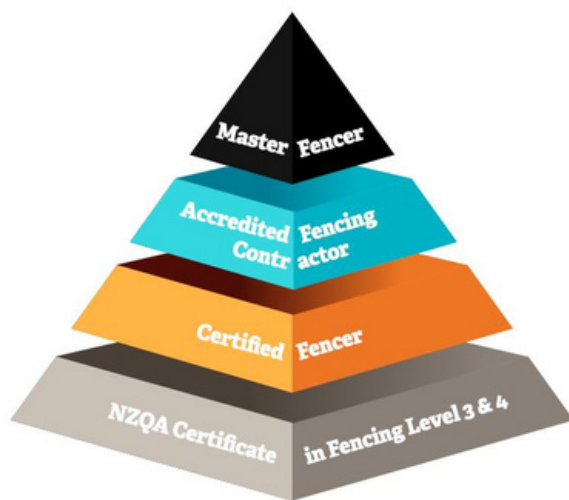
Course refinements based on student feedback have enabled courses to evolve, better meeting the needs of students and ensuring as little time off the fenceline as possible. The redesigned Level 3 course is currently being trialled in the Waikato intake, which started 23rd June 2025.

Level 3 2024 Results:

South Island – 8 students 100% pass rate

Level 4 2024 Results:

19 students with 100% pass rate across both cohorts.



4.5 STRATEGIC OBJECTIVE: POSITION WIRED CONTENT TO SUPPORT FENCING AS A TRADE

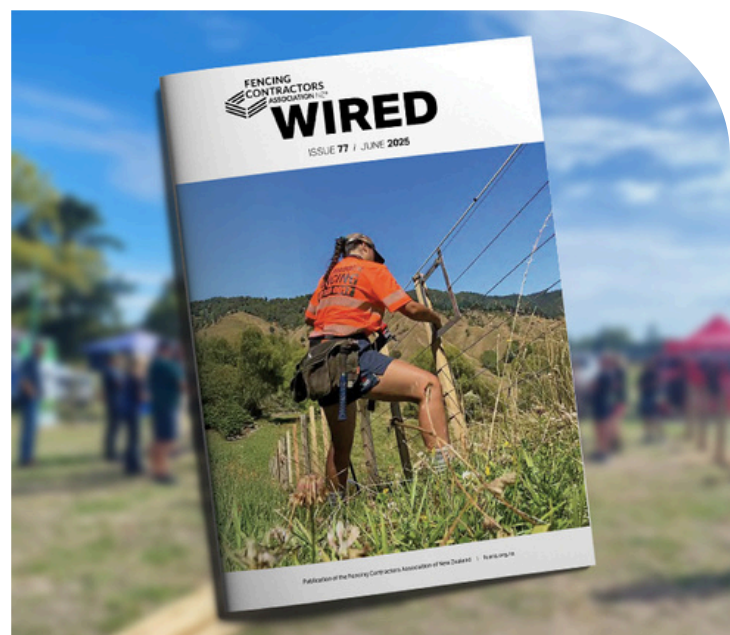
WIRED remains the only magazine in New Zealand dedicated to delivering news, business insights, health and safety updates, and human-interest stories specifically for the fencing industry.

With an average print run of 750 copies per edition, the magazine continues to thrive as a valued resource.

WIRED content shared via social media consistently performs well, with stories featuring “our people” generating the highest engagement. Feature articles are accessible in the Posts and WIRED sections of the FCANZ website, while business best practice articles are available exclusively in the Member Area—ensuring members can access these resources anytime they’re needed.

Being featured in a WIRED article offers FCANZ members a valuable, cost-free marketing opportunity—raising their profile and enhancing the credibility of their business. Online versions of these articles are linked directly from the “Find a Fencing Contractor” directory, helping to boost search engine visibility and supporting the online research that an estimated 81% of consumers conduct before making a purchasing decision.

The digital edition of WIRED also provides an excellent platform for showcasing the value of FCANZ’s commercial partnerships. For partners, having a tangible, shareable publication adds value to their own client communications and strengthens their connection with the Association, and the industry.



4.6 STRATEGIC GOAL: DEVELOP & PROMOTE FENCING SECTOR RESOURCES & BEST PRACTICE GUIDELINES

Year Two of the Strategic Plan (October 2024 – September 2025) includes the development of best practice resources.

Originally scheduled for delivery in the first half of 2025, this goal was delayed due to a strategic shift in focus toward operational and governance best practice.

Despite the adjusted timeline, progress has been steady: a suite of five industry best practice drawings has undergone a thorough review process.

By the end of FY25, the Board was working with version seven of the drawings and expects to release the final versions ahead of Conference25.

5. FIND A FENCING CONTRACTOR ADVERTISING CAMPAIGN

At the end of September 2024, the "always-on" Google Ads campaign for the Find a Fencing Contractor (FAFC) directory was paused after running continuously since September 2022, during which it generated 26,532 clicks.

However, a significant drop in traffic to the FAFC pages prompted the resumption of Google Ads activity in April 2025.

The current advertising spend is evenly split between the "Find a Fencing Contractor" campaign and a "Join FCANZ" campaign.

Both are performing strongly, with click-through rates of 5.00% and 4.65% respectively, and an average cost per click of \$0.32.

Since restarting the campaigns, a noticeable increase in FAFC page visits has been observed compared to the previous three months.

To fully understand the effectiveness of the FAFC campaign, it is vital that FCANZ members ask new contacts, "How did you hear about us?" and report this feedback to the Operations team.

Without this insight, it remains difficult to determine whether increased website traffic is translating into actual enquiries and business outcomes.

**FCANZ MEMBERS NEED TO ASK
HOW DID YOU HEAR
ABOUT US?**

6. FCANZ AT EVENTS

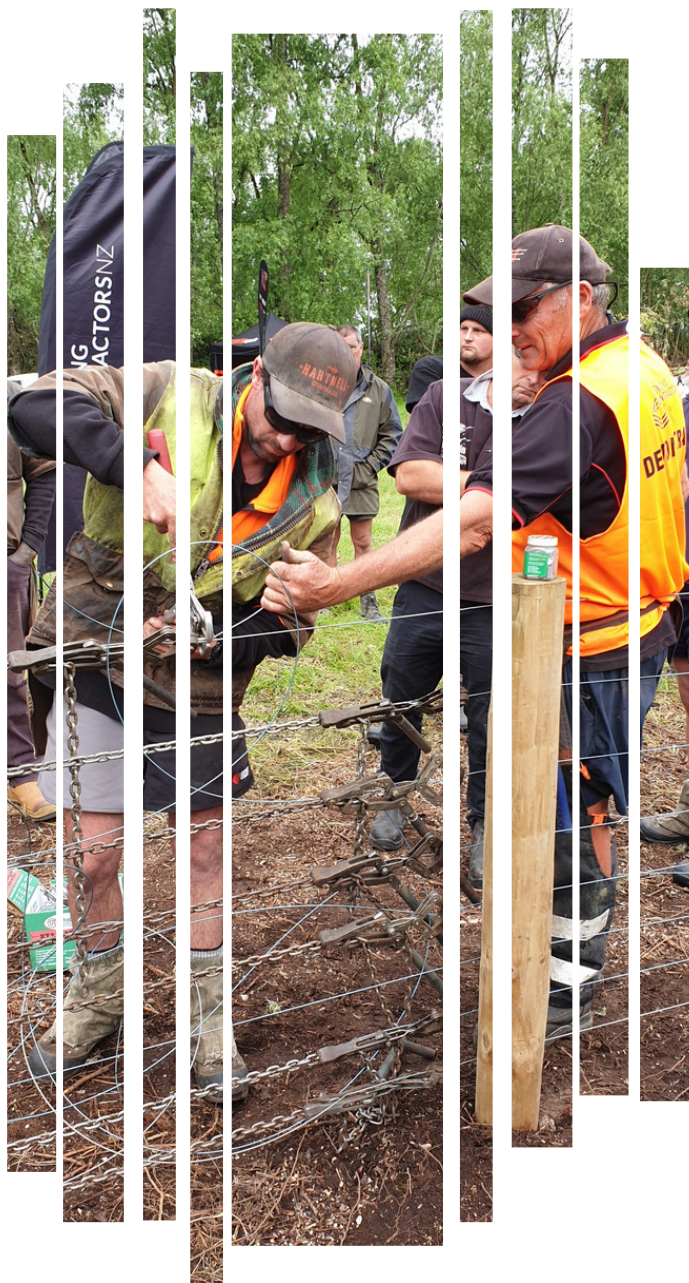
Since July 2024, FCANZ has hosted and exhibited at a number of events, including:

- Conference24, industry awards & the National Fencing Field Day
- 8 Best practice days
- 3 Business Staples webinars
- Northland Field Days
- South Island Agricultural Field Days
- National Fieldays

These events have provided valuable opportunities to engage directly with members, showcase the work of the Association, strengthen industry relationships, and promote the benefits of FCANZ membership to prospective members.

A "Fencing Hub" concept was trialled at Northland Field Day, and while attendee numbers were lower than hoped, the concept itself proved valuable for both visitors and industry partners. Building on this success, the concept was further developed into "Fencing Central" at the National Fieldays, where it was particularly well-received, proving that it is a model worth repeating.

TREASURER'S FY25 REPORT



For the year ending March 2025, the Association recorded a net loss of \$20,034. This result, while anticipated due to ongoing economic challenges impacting both membership and partnership retention, was better than forecasted at mid-year, which predicted a slightly greater loss.

Membership has remained stable, with only minor fluctuations. The most notable change has been a decline in Partnerships, which reflects broader market conditions and economic pressures faced by supporting businesses.

Key Financial Highlights for FY25:

- Total income: \$443,727 (a decrease of \$20,870 from the previous year)
- Total expenses: \$463,791 (a decrease of \$5,934 from the previous year)
- Net loss: \$20,034
- Total equity (less current liabilities): \$293,762

Increased costs during the year were primarily associated with:

- Accreditation programme delivery
- Best Practice Days
- Prepaid event site bookings falling into the FY25 accounts
- Rising subscription and service costs

These expenses align with the Board's expectations around strategic investment in member engagement and profile-raising initiatives.

One area of financial pressure continues to be the annual Conference and AGM. Over the past two years, sponsorship for this event has halved, contributing to the overall year-end deficit.

Five-Year Perspective:

Despite the current-year loss, the Association remains in a strong financial position compared to five years ago:

- Equity at YE March 2021: \$182,947
- Equity at YE March 2025: \$293,762
 - an increase of \$110,815
- Income at YE March 2021: \$235,864
- Income at YE March 2025: \$443,727
 - an increase of \$207,863

Amid challenging economic and climatic conditions, the Association has continued to deliver key initiatives such as Best Practice Days, National Fencing Field Day, and National Fieldays within budget.

The Association's monthly budget reviews ensure continued financial oversight, while sustained membership and partnership engagement confirm that FCANZ remains on a stable and sustainable path.